

# Substance Abuse Prevention

## Environmental Prevention Chouteau County Needs Assessment Workbook SFY2014



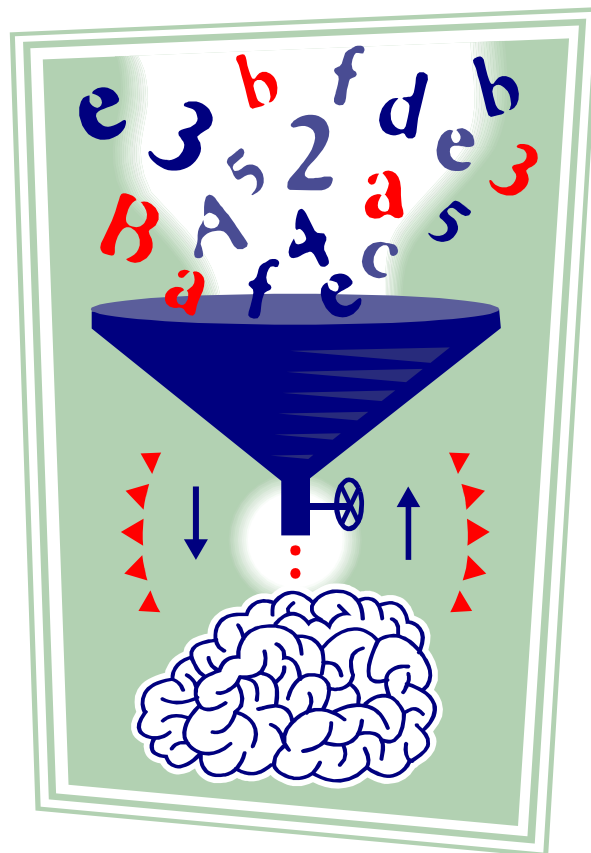
## Part 3 Analysis & Recommendations

Version 1  
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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The alcohol-related crashes with injuries for all races for 2008-2012 was 185.90 for rate per 100,000 population was higher compared to the Montana rate of 119.96 for a comparison of .65. Chouteau County is a widespread farming county with very few town sites, Fort Benton being the county seat. The fatalities for all races in 2008-2012 were 24.10 compared to 8.60 rate per 100,000 population with a .36 % difference, while the rates for Native American fatalities were 0. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

Based on the data provided there appears to be a problem with motor vehicle crashes in Chouteau County based on the data available for 2008-2012, not sure if this has changed for current years.

Attempts to gain answers to the differences for those years was not successful as Hill County did not respond to requests for information.

### Underage Drinking and Driving

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#### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Across the years 2008, 2010 and 2012 Chouteau County rates were higher in all grades 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> compared to the Montana data during the same time. It is apparent in the numbers that

there is a problem with youth driving when they had been drinking. While the state rates went down in 2012 the rates for Chouteau County rose for the year 2012 with a 6.2 rate comparison for 2012. Table 6 shows the percentage of students who drove a vehicle when they had been drinking broken down by Race indicating that throughout the years 2007 through 2013 the average rate of 13.18 for Montana as a whole compared to the NA-Reservation rate of 18.1 is definitely a concern.

Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

Attempts to gain information for current years was not successful as Chouteau County did not respond to requests for information.

### **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

#### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

State data collected in 2008, 2010 and 2012 in the PNA, indicates that the rates of high schools students reported riding with a drinking driver declined from 33.1% to 28.3% to 25.3% respectively and Chouteau County data shows there was also a slight decrease in 2010 but rose again in 2012. Again the YRBS is breaking it down by Race showing NA-Reservations have a high rate of 39.25 for years 2007-2013 which is 11.17% higher than the overall Montana rate at 28.08%. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

Attempts to gain information for current years was not successful as Chouteau County did not respond to requests for information.

### **Final Consequence Question**

#### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Despite decline in the number nationally of young people involved in drunken driving fatalities on average, more than three people under the age of 21 die each day in alcohol-impaired driving crashes. (Source: National Highway Traffic Safety Administration, [NHTSA] 2013). This is

trend is putting youth and communities at risk for serious injury and death by agreeing to ride in vehicles with someone drinking, this creates a sense of complacency that it is okay. We realize that Montana is desolate in some counties and public transportation can be an issue it is imperative that more education programs deliver the message that it is not okay. No further information if available for Chouteau County at this time.

## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

### **Underage Binge Drinking**

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#### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The 2008-2012 PNA data shows that Table 11 For All Races Chouteau County totals for 2008, 2010 and 2012 are lower than Table 12 For American Indians for the matching years. The YRBS 2007-2013 data also indicates the NA-Reservation percentages are higher than the Montana percentages overall; there is an indication that the rates are decreasing for all races. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

No information available at this time for Chouteau County.

### **Adult Binge Drinking**

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#### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The 2008 – 2012 BRFSS data shows that there are years when the data is close in percentages by a few tenths then there is a higher increase in percentages always staying fairly close until 2012 when the difference is a gapping 5.7 % with American Indians binge drinking at a higher rate. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

Currently no local data from Chouteau County to indicate whether or not they concur.

## **Underage Drinking (30 Day Use for Alcohol)**

**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to the 2008 – 2012 PNA Chouteau County total was 42.03% and Montana sat at 41.18% indicating there is a problem with binge drinking as the Chouteau County rate is higher. Although there is a decrease in percentages as the years went by with a visible decrease of 2.4% from 2010 to 2012. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

No local data provided from Chouteau County.

## **Prescription Drug Abuse by Youth (30 Day Use)**

### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The county rates show there is a high percentages of students using prescription drugs, in 2008 there is no Montana data to compare with the county numbers which was 45%, 2010 was 2.6% higher than Montana and it jumped to 11.7% in 2012 which is 8.2% higher than Montana. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

## **Final Consumption Question**

### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

White Sky Hope Center cannot speak for the whole of Chouteau County due to the lack of additional data, the southwest portion of the Rocky Boy Reservation that sits in Chouteau County is being impacted greatly by the high usage of drugs and alcohol, which has impacted crime, school and higher rates of violence.

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The data indicates there is a high parental disapproval towards alcohol/drug use for all races, the 2008 percentage rate is higher than the Montana rate, but drops to 80.3% in 2010 and to rise to a high of 95.5% percent in 2012, 13.7% higher than the Montana total rate for grades 8<sup>th</sup> through 12<sup>th</sup>. Also shown in the Chouteau County data, the parental attitudes disapprove of both alcohol and drug use at a higher rate than Montana throughout all grades but decreases as the youth gets to the 12<sup>th</sup> grade. With the high Parental disapproval ratings one would think the underage drinking and other risky behavior would be lower. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The data for Chouteau County on how Students perceive peer disapproval towards alcohol/drug use is all over the board, in 2008 the 8<sup>th</sup> grade percentages are high at 73%, and then the rates go down in 2010 at 57.1% and back up in 2012 at 64.2%. The 10<sup>th</sup> grade is similar in the peer disapproval rating it starts out relatively high with 63.1%, then dips to 54.6% and jumps to 79.1% by 2012. The 12<sup>th</sup> grade has the inverse pattern going on with the data, in 2008 the percentage was 56.2%, raising to 74.6% in 2010 and dropping to 67.7% in 2012. With the increase of years the 12<sup>th</sup> grade gained a higher disapproval rating than the 8<sup>th</sup> grades did during the same periods. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

### **Perceived Risk/Harm of Use**

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#### **QUESTION 12 Perceived Risk/Harm of Use**



Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The data for Table 26 students who believe it is wrong to drink alcohol for all races, percentages for Chouteau County was considerably lower at the county level until year 2012 when the percentages went up for all grades, 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> and was higher than the state percentage rate.

Table 27 Percentage of student who believe it is cool to drink alcohol regularly for all races, indicates that in the years 2008 and 2010 the "cool" perception totals were higher than the state level. In 2012 the totals were lower than the state totals indicating they perception that it is cool to drink is not so cool.

The data for Table 28 Students who perceive risk of harm if having 1-2 Alcoholic drinks every day for all races shows the county rates are fairly close to the Montana rates for 2008 and 2012 the perceptions of a risk of 1-2 drinks daily were higher indicating that more Chouteau County students and Montana as a whole believed there is a risk and for the year 2010 Chouteau County fell below the state rate by 1.7 %.

Interestingly enough with Table 29, Student who perceive risk of harm if having 5+ alcoholic drinks every weekend for all races, the 8<sup>th</sup> and 10<sup>th</sup> grades for Chouteau County were very low compared to the state data for the corresponding grades. For 2008 the 12<sup>th</sup> grade data displays a higher percentage rate than the state for the same grade, in 2010 12<sup>th</sup> grade drops below the state percentages but then sky rockets to 86.6% compared to the state rate of 72.5%.

Table 30: Percentage of Students who perceive neighbors think it is wrong for students to drink alcohol for all races. At 8<sup>th</sup> grade the percentage rates are considerably lower than the state rates grade level across the three years about an average of 9.03% difference; by the 10<sup>th</sup> grade the data is closer except for 2010 where Chouteau County is lower at an 8.0% difference and then goes up 4.3% higher than the Montana percentages for 2012. The 12<sup>th</sup> grade was even closer in percentages with 2008 and 2012 higher than the Montana rates with 2010 dipping below the Montana data at 1.7%. No further community data on this area.

Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

## **Family Communication around Alcohol/Drug Use**

### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Students Who Have talked with a Parent About the Dangers of Alcohol or Drug Use During Past 12 Months for All Races are very low for the 8<sup>th</sup> grade levels compared to the state data. They remain fairly low compared to the state data in 2008, and rise above the Montana percentages in the 10<sup>th</sup> 80 % vs 62.8% and 12<sup>th</sup> grades 61.9% Chouteau County compared to 55.8% Montana for 2010. In 2012 the 8<sup>th</sup> and 10<sup>th</sup> grades were still below the Montana rates while the 12<sup>th</sup> was up again at 64.5% compared to 57.5%. There does appear to be a problem with discussions about alcohol or drug use at an early age. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

### **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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#### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The percentages for this table is all across the board the 8<sup>th</sup> grade for 2008 is higher than the Montana percentages by 1.7% and then drops down in 2010, 2.7% Chouteau County to Montana's 6.1% from the Montana data and then rises again to 10.5% for Chouteau County compared to 6.0% Montana data. The 10<sup>th</sup> grade follows a slow growing trend from 2008 at 3.1%, to 2010 8.2% and then escalating to a high of 22.2% in 2012 a whopping 11.6% difference from the Montana rate.

The 12<sup>th</sup> grade for Chouteau County is similar to the 8<sup>th</sup> grade percentages starting at a 4.8% in 2008, dipping to 3.4% and then raising to 8.3% but still lower than the Montana percentages for the same periods. Data was obtained through the 2008-2012 PNA Environmental Prevention Needs Assessment Workbook SFY 2014.

No data available at this time.

### **Final Risk Factors Question**

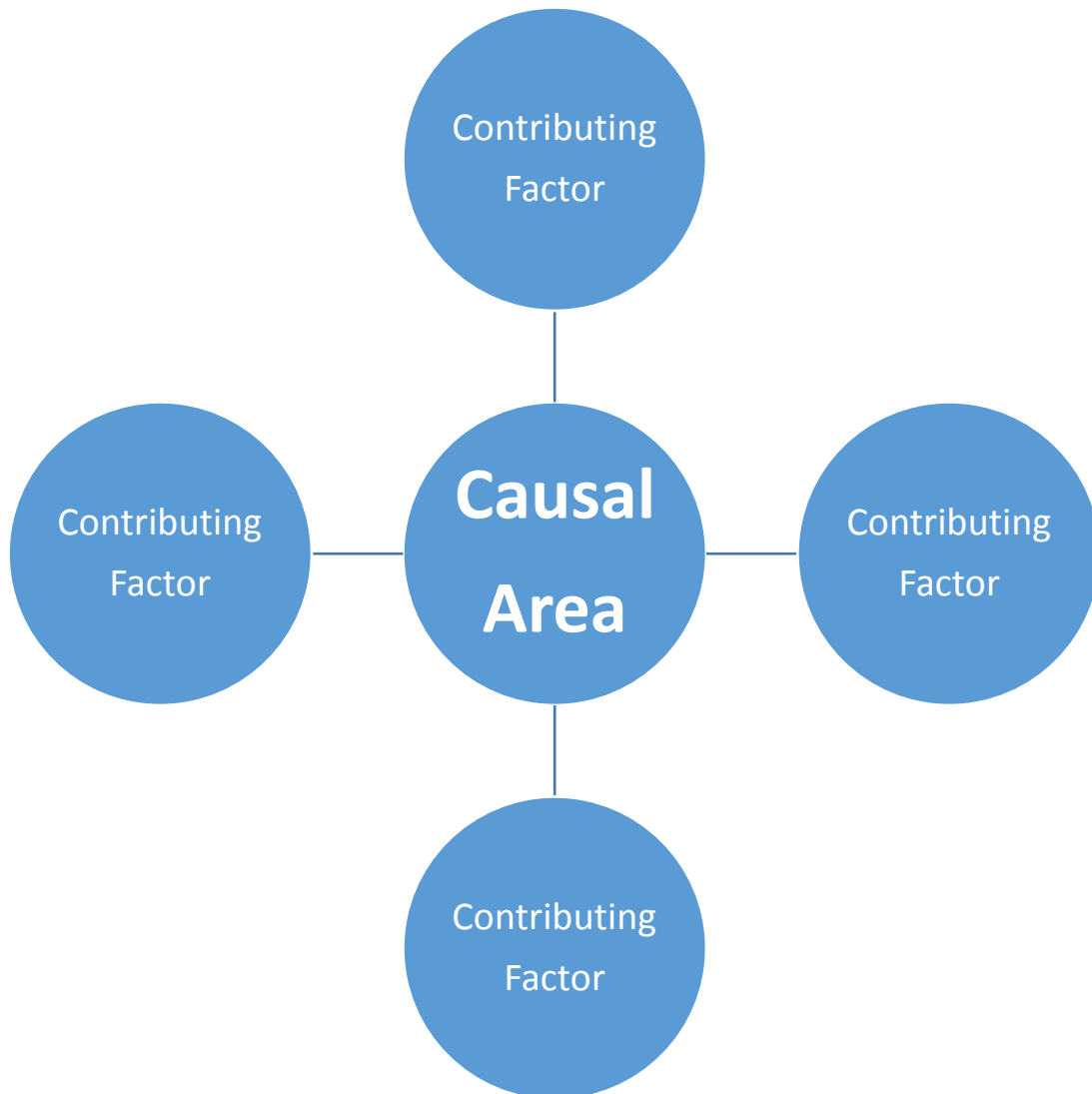
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#### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Chouteau County data is very similar to the state rates in many of the areas above tables and under each question. From the above information, from our interviews and from our request from data, the risk factors of most concern are as follows: 1. Lack of adult supervision decreases as the youth approach 12<sup>th</sup> grade, 2. there are a few community norms about alcohol and drug use that keep the community silent about the issues or about community problems. 3. The students reporting binge drinking is a little higher in these communities than compared to the state rate, 4. The percentage of students using prescription drugs within the last 30 days is significantly higher than the state rate, and 5. Family communication (parent talking with youth) about alcohol and drug use danger is occurring less than compared to the state rate.

# Causal Areas



**Task Two:  
Gather Data on Four Causal Areas**

**RETAIL AVAILABILITY – PART 3**

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**Compliance Checks**

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the

misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

**QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

According to Lisa Scates at the Bureau of Alcohol and Tobacco the data is not being captured or reported at the county level; so, there is a need for improvement.

**QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Data was not received from Chouteau County, conversations with Lisa Scates indicates there are far and few checks throughout the state.

**Alcohol Seller/Server Training**

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**QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How do the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

There was no data recorded for the number of trainings held in Chouteau County via Lisa Scates and there was no response from Chouteau County contacts.

**QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

The server training will have an impact on binge drinking because the server will be more trained on not to over serve their clients. The general public in Chouteau are not aware there is such a thing as server training and the laws that are tied to it. There have been some incidents of over-serving occurring yet those businesses approached say they received training on line or do not need the training, it leaves more questions than answers. How consistent are the businesses training and refreshing their staff on server training? Should RBSS trainers do more to educate the establishments on the importance of the RBSS training? How often should a compliance check be done on the establishments that have a history of violations? Should they be put on a list where they will be monitored? Who monitors that businesses are actually completed the training? What happens when a community knows when a business over serves? Who do they report the incident or complaints?

**Retail Availability Questions**

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**QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Chouteau County is a large farming community with Fort Benton as its county seat, the sheriff department covers the towns of Big Sandy, Carter, Fort Benton, Geraldine, Highwood, Loma, Square Butte and all rural areas within Chouteau County, cover over 3900 square miles, there are 16 Liquor Licenses for a total population of 5,904. There are nineteen full and part time personnel as sworn peace officers, detention officers and communications officers to cover the whole county which could leave some room for drunk driving, buying alcohol while underage and underage drinking.

**QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact	
0	1	2	3	4	5	6	7	8	9	10	
XXX											

With the bars serving our underage college students, the bars need to not hire other college students to check ID. There needs to be more compliance checks during the time college is in session, more walk-throughs by police officers to check IDs and more RASS trainings. Retail availability is a problem. Education and compliance checks on the vendors are crucial to addressing the retail availability problems identified.

## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

There was no information received from Chouteau County Courts regarding the percentage of convictions for Alcohol-related crimes for Minor in Possession (MIP), Multiple MIP, DUI, Multiple DUI, Open Container (Vehicle) or other.

### **QUESTION 23**

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Again there was current data received from Chouteau Courts regarding Convictions for Controlled Substance Related Crime.

## **Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### **QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

No response from our outreach.

### **QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and



driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

No data available for Chouteau County at this time.

## **Use of Local Ordinances**

### **QUESTION 26 Use of Local Ordinances**

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Chouteau County has strong ordinances and they are consistently enforced. They have checkpoints during holidays in which drinking increases. This has decreased the number of drinking and driving incidents. They have free rides for bar patrons, which helps to decrease the DUI rate. They have MIP ordinances and the judges report that they are able to apply these ordinances consistently

### **QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Chouteau County social host policies or ordinances continue to be a little weak to identify and to enforce.

## **Other Local Data: Criminal Justice**

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## **Criminal Justice Questions**

**QUESTION 28**

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

This is not occurring in Chouteau County based on data provided; in the Chouteau county area, we were able to capture much data or information on local resources in the criminal justice system.

**QUESTION 29**

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	
						???					

No information is available to fully determine a rating.

**SOCIAL AVAILABILITY – PART 3**

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

**QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

No data available at this time.

**Social Availability Questions**

**QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Very little data collected from Hill or Chouteau Counties

**QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	
								XXX			

Unable to make determination on the scale due to lack of information and cooperation from Chouteau County.

**PROMOTION – PART 3**

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

**Advertising**

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**QUESTION 33 Advertising**

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

No data was collected via signage on buildings in Chouteau County.

#### **QUESTION 34 Advertising**

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

Based on the 2014 ATTC neurobiology summit workshop, the community need to be more aware of what children are exposed to in media, advertising, and other forms of technology targeted towards youth and young adults. According to the American Academy of Pediatrics, 2009, "Exposure to violence in media, including television, movies, music, and video games, represents a significant risk to the health of children and adolescents....research indicates that media violence can contribute to aggressive behavior, desensitization to violence, nightmares, and fear of being harmed." Also pointed out was the research repeatedly documenting negative outcomes correlated with increased amounts of media consumption including lowered school performance, increased aggression, increased depression and loneliness, increased fear and sexist attitudes, and lower verbal skills.

With the information identified in the first section of this book, with parents decreasing monitoring of youth as they get older many parents might not believe or know the impact of negative advertisement and media's effect on our youth and their brain development.

Youth is a time of learning, growing, exploring, and developing. If media and advertising negative correlates with school performance, regulating emotions and forming of important developmental tasks, communities will need more education on media literacy as well as the youth on how they are at risk.

#### **QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

No data collected with Chouteau County news source.

### **Promotion Questions**

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**QUESTION 36**

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Not enough information gathered at this point to form a rationale.

**QUESTION 37**

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	
						XX					

Unable to determine a rating due to the lack of information received from Chouteau County.

**SCHOOL POLICIES – PART 3**

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**QUESTION 38**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

Choteau County has ordinances which are reviewed by the state lawyers and strengthen their programs. The problem is to get the people to buy into the processes that are established. For example when I went down to Fort Benton for a prevention meeting one of the people at the meeting asked if we heard about what happened at the High school? I said no and she said that a young man brought a gun to school and was going to commit suicide on the school property. I checked the newspapers and the evening news and nothing were reported. This is a prime example how the community try's to hide some of these issues that are affecting our youth.

**QUESTION 39**

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10  
Major impact  
????

School systems within Hill and Chouteau County have their strength and weakness in regards to impacting binge drinking and its consequences. The school system incorporates education on this matter in health classes or other related classes but appears to be very limited. Most schools report that they do have ATOD policies yet it is unclear if problem identification and referral are occurring.

**MEDICAL FIELD INFORMATION – PART 3****QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

No data was provided or obtained from Hill or Chouteau Counties.

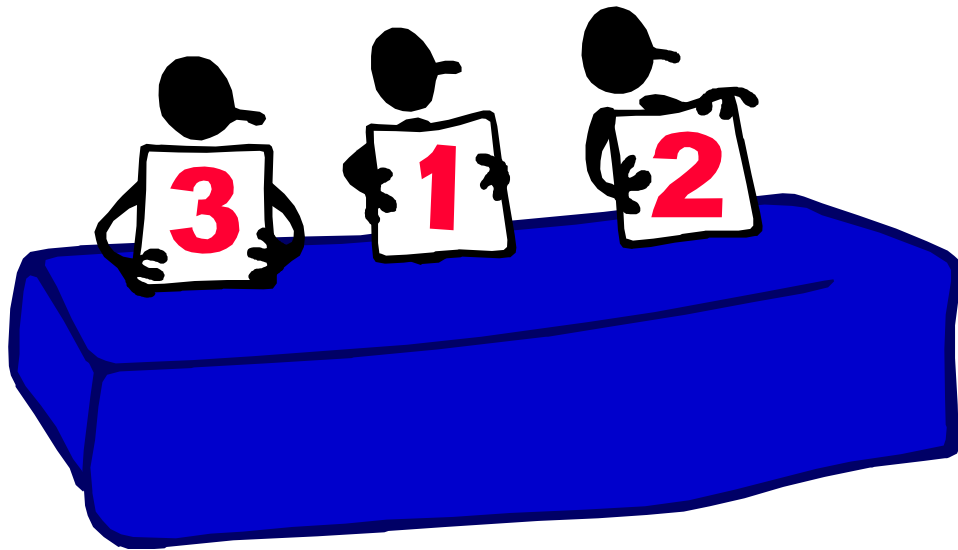
**QUESTION 41**

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10  
Major impact  
???

Unable to make a determination on a rating due to the lack of data collected from Chouteau County.

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
7	3	Retail Availability
7	2	Criminal Justice
9.5	1	Social Availability
6.5	4	Promotion



#### **QUESTION 42**

Provide the rationale for your rankings of the causal factors.

We ranked social availability as number one priority area. We based the decision on the following information: Attainment of drugs and alcohol is done through friends or friends of friends and sometimes family members. There is an inter-generational mindset that drinking during the teens is rite of passage. According the arrest records from the Rocky Boy Police Department there were 855 citations between 2010 and 2013 that were alcohol related. According to the interview these were just the ones caught many slip by because of the lack of man power in Law enforcement. According to the Law enforcement interview there is a lack of support system at home, intergenerational abuse and poor parenting. The courts are also under staffed and need to have a separate juvenile system. There are six police officers, two criminal investigators for the population of 3500 on the reservation it can be hard to be to catch everyone using and driving drunk. Despite the reservation being “dry” (no alcohol sold here) there is a huge drinking problem there are border towns that are accessible which contribute to drunk driving. The public opinion identifies availability as a community problem and some surveys gave specific sites in which drugs and/or alcohol is being provided to youth or young adults. This social problem was rated number one problem within our community; however, there was not specific, clear solution to address as the problem seemed too complicated and complex. However, the ACE workshop and survey helped provide some insight in addressing local concerns. No data collected from Hill or Chouteau Counties other than from Rocky Boy communities that lie within both counties.

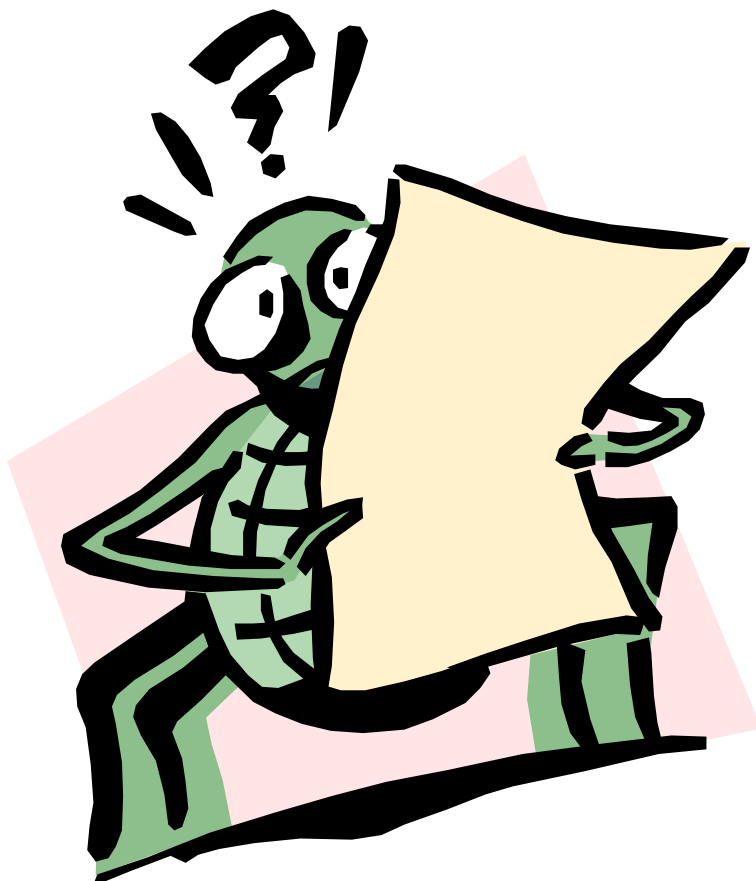
Criminal Justice is ranked as the second priority area based on the following: In the Rocky Boy community, the tribal court system has several barriers as well that contribute to binge drinking and drinking and driving problem. Barriers identified are as follows: no or weak tribal ordinances, change over in leadership, grant dependent, lack of sustainability plans, staff buy-in, lack of trauma informed services, historical trauma, unclear, weak or no processes within the tribal court system and under staffed. One of the biggest barriers the court deals with is being blamed or attacked or tribal council interference. Being blamed is part of the problem when it comes to addiction. Creating community change is challenging even for the tribal court system. In the entire Hill and Chouteau community they have existing criminal justice system ordinances, structures to support ordinances and established and consistent enforcement. However, there may be some areas of improvement or development. Given the positive impacts of the Hill county DUI and Drug court programs, encouragement of these types of systems needs to occur within Hill County, Chouteau County and on the Rocky Boy reservation that sits with both Hill and Chouteau county borders.

We ranked retail availability as the third priority area based on the following: With the bars serving our underage college students I think they chose to turn the other cheek because it’s all about the mighty dollar and the income that the college students bring to the town of Havre. I think in all our rural communities I think its excepted practice to let young people drink. I spoke with the sheriff from Choteau County and he said a lot of the ranchers farmers let their kids

drink on their property and the sheriff can't do anything about it because it is on private property.

We ranked promotion as the number four priority area. We based the decision on the following information: Promotion occurs at higher rates given that Hill and Chouteau counties are small and rural populations. It appears to be a part of the cultural much like the Military Cultural to promote and accept drinking. Like the Military who has NCO clubs in which young adult drinking occurring at great rate and being part of the rites of passage, the communities have several promotions that attract several young adults like "kill the keg night." Also see above comments. Based on the 2014 ATTC neurobiology summit workshop, we as community need to be more aware of what your children are exposed to in media, advertising, and other forms of technology targeted towards youth and young adults. According to the American Academy of Pediatrics, 2009, "Exposure to violence in media, including television, movies, music, and video games, represents a significant risk to the health of children and adolescents....research indicates that media violence can contribute to aggressive behavior, desensitization to violence, nightmares, and fear of being harmed." Also pointed out was the research repeatedly documenting negative outcomes correlated with increased amounts of media consumption including lowered school performance, increased aggression, increased depression and loneliness, increased fear and sexist attitudes, and lower verbal skills. With the information identified in the first section of this book, with parents decreasing monitoring of youth as the get older many parents might not believe or know the impact of negative advertisement and media's effect on our youth and their brain development. Youth is a time of learning, growing, exploring, and developing. If media and advertising negative correlates with school performance, regulating emotions and forming of important developmental task, communities will need more education on media literacy as well as the youth.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

The Havre Tavern association is very outspoken when there is some kind of change that affects their profits. It is difficult to target only this casual area; however, we need to ensure the RASS training is occurring and let the community know they laws around this area. Community members have been impacted through death of loved ones over-served. This might cause change.

Other two casual areas that link together are social availability and the criminal justice systems. The police Department and hill county targets a lot of vagrants and Native American's in their communities, people coming into are treatment center report this and they said the ¾ of the inmates were Native American. The natives don't have the financial resources to bond out so a lot of them end up sitting there time out. The taverns routinely have kill the keg night and quarter night that target's the college students. At these establishments these patrons are over served and continual drive, so patrols need to be stepped up on the nights that have these specials going on. There should be a media campaign to educate the college students on what awaits them if they drink and drive.

Changing or updating the ordinances on the Rocky Boy Indian Reservation is a realistic goal that can have positive outcomes to address underage drinking as well as addressing one of the ACE

risk factors. The biggest complaint from the courts is they do not have the right ordinances that the county has to address underage drinking and being under staffed. The courts also said if they had the updated ordinances they can hold the parents or guardians accountable. The parents would then have taken responsibility for their children if not they will pay the consequences. Another example in this area is the Chippewa-Cree Tribe also has a brand new detention facility and it is not being used to its capacity because the lack of stronger ordinances. Putting children in jail is not the entire goal but rather early problem identification and referral is the bottom line goal when it comes of underage drinking and using. For some of these youth that continue to break the laws a night or two nights in jail will make them think about their actions. The jail also lacks funding to hire people to work with our youth while they are in jail that is why they are transported to Great Falls Juvenile Detention Center. If the Jail had more funding we can not only detain our youth but make sure that they are getting the mental health and chemical dependency treatment that so many of these youth need. The above conundrum indicates the community has been struggling with addressing the social problems identified and solutions have been on the extreme ends of the continuum from no action or ignoring to the other end of "just jailing" as the solution. The Rocky Boy Reservation ordinances and processes still need improvement; whereas, Hill and Chouteau counties have well defined ordinances and processes.

Providing treatment services across the continuum of care with best practices and evidence based practices also needs to be available. This might look different in each community within the counties. Improving treatment and prevention services and/or accessing services in funding under community based processes as defined in the Minimal Data Set (MDS) manual have become primary goals to assist with the entire process and address a combination of causal areas. The question becomes: Are all services ready and capable for changes needed in their systems. Using the strategic prevention model including this data work book as the assessment, we see the next steps including several strategies that overlap some of the causal areas identified in this data workbook. Some of the disconnects will be included in the strategies around data collection, each community having different strengths and weaknesses, and each community being in a different readiness to change stage, and each community having different capacities. The strategies will be included on the prevention plans and will be guided by the data workbook, by MDS manual and by the SPF model. The goal of the prevention plans will be working in the middle of the continuum rather than at the ends.